

JULIUS ROEHRS COMPANY

RUTHERFORD, NEW JERSEY, U. S. A.

62

BEGONIA DEPARTMENT TRADE LIST B FOR GROWERS

February 1, 1961

Phones: N.Y.—LO 5-4228 N.J.—WE 9-0090-91, 92, 94

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U. S. Department

BEGONIAS, Lorraine type (cheimantha)

For winter and Christmas blooming

Standard Varieties:

LADY MAC, Dainty rose-pink, medium-small flowers. A variety which grows readily into money and by Christmas the plants are packed with buds and flowers. Not brittle, a wonderful keeper, 2 1/4" p., June on. (per 1000, \$325.00) **\$37.50**

LADY MAC, from summer cuttings, for 3 to 4 in. pots at Christmas, 3" , ready end of September..... **45.00**

MARJORIE GIBBS, large delicate-rose flowers, grows nice and bushy plants at warmer temperature, 2 1/4", June on..... **40.00**

Scandinavian Begonias:

Ideal for growing in cooler, 55-62 degrees temperature:

CAROLINA, vivid rose-pink, medium large flowers, robust growth, stiff waxy foliage 2 1/4", June on.... **40.00**

MARINA, lovely deep rose; larger and darker flowers than Solfheim; shapely habit; firm growth; good for Christmas, 2 1/4", June on..... **47.50**

CHRISTMAS WHITE, charming but somewhat delicate variety, covered for Christmas with numerous small buds flushed apple blossom pink, opening to white; very popular color; small foliage, 2 1/4", June on **50.00**

Begonia Rex: in good assortment of colors. Available May to August (subject to supply) rex and diadema varieties, 2 1/4" p..... **50.00**

Stock offered subject to prior sale and crop. Prices f.o.b. Rutherford; packing charge 6%. Truck delivery can be made along our regular routes, at cost, no packing charge. Air shipment recommended on long distances.



Lady Mac



Marjorie Gibbs



Christmas White



Carolina



Marina



Beg. Rex (Helen Teupel)

CULTURE OF CHRISTMAS BEGONIAS

The Begonia cheimantha group, originating with 'Gloire de Lorraine' in 1891, is distinguished by its masses of long lasting winter-blooming flowers which do not drop off.

In late spring or early summer young, well-rooted begonias in 2¼ in. pots can be shifted right into 4 in. pots. A good porous potting soil for 4 in. pots is a combination of half good loam containing rotted cowmanure, with 3 in. pot superphosphate and a similar amount of ground limestone added per wheelbarrow, and the other half consisting of composted leaves and an equal amount of lake humus with some coarse sand. After an initial thorough wetting down, keep the soil on the dry side. Water only in the morning, and on cloudy days practically not at all, to make sure that the growth is dry during the night. In early July, when the roots begin to fill the pot, watering should be necessary daily. Keep the foliage dry to keep the plants free of troubles, such as stem rot or leaf nematodes. A temperature that 'feels' comfortable, about 65° at night and some ten degrees higher during the daytime, with some air circulation in muggy weather, and a crack of air on nights without steam heat, will encourage a lush yet healthy growth. The more robust 'Scandinavian' varieties can be grown 5 degrees cooler, in Cyclamen temperature, for sturdier plants and thicker leaves. End of July as plant becomes potbound and feeding is in order, a weak solution of liquid fertilizer such as 20-20-20 (4 in. pot to 4 gallons and further diluted by a Hozon proportioner 1:15) is cleanest, fastest and safest. Dry organic fertilizers tend to encourage stemrot.

Begonias don't like wet feet, especially if cool, but an evenly maintained moderate moisture.

Christmas Begonias are shade-loving plants and to prevent sunburn we start shading as the sun becomes stronger from February on, first by merely spotting the glass with white lead mixed with kerosene, and later, in May-June, covering the glass entirely with a thin film of shade.

Since the plants when growing rapidly are pretty much self-branching, we do not need to pinch them until late in July when the strongest leaders are cut off to be used as top cuttings which can be rooted and make ideal filling plants for Christmas, in 3 in. pots, or 2-3 can be potted together for 4-4½ or 5 in. pots. All weaker top shoots are pinched at the same time by removing the tops, evening out the growth for best shape and this will also force additional breaks from the base. From this time on the plants will make their loveliest growth and as they become topheavy and rootbound again at the end of August we apply another feeding and a week later, by the 10th of September, they are transferred into the finishing pots according to size, 5½ or 6 in., and even 6½ in. Azalea pots. This final shift requires soil a trifle heavier, such as 2 parts loam mix and one part of the humusy soil, with perhaps some hornshavings added.

Because the individual stems are relatively weak and brittle the heavier branches will need some support and in September we loop green twine around the plant with from one to three thin bamboo stakes, and the subsequent growth will hide string and stakes pretty much.

Normally, color begins to show from October on but for fullest budding of the side shoots we keep them growing, giving some air on hot days, until the buds start to crack open about Thanksgiving. Only after the flowers are partly open should the night temperature be reduced to 55-58° F. to harden them and bring out their deep, clear rosy color. However, avoid chilling at any time, to avoid mildew and to prevent the closing of their flowers as they refuse to open again if thus exposed to cold.

As the days grow shorter and flowers fully show, with beginning of November, shading is gradually reduced either by the action of frost or rains, and if not, excess shade can be removed with trisodium phosphate, or by scrubbing.

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